



WEWS

## ORDER

Print Date 10/10/12

Page 1 of 4

Flight Dates 10/09/12-10/15/12

Contract / Revision 304822 /

Original Date / Revision  
07/16/12 10/10/12

Advertiser Crossroads GPS

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Product

Crossroads GPS 10.09-10.15.12

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1006

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	89	\$89,845.00	\$105,700.00	0.00
Totals	89	\$89,845.00	\$105,700.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	89	\$89,845.00	\$105,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	8	\$550.00	P-2	0.00	NM	9	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		8				\$550.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$850.00		0.00			
N 2	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$600.00	P-2	0.00	NM	10	\$6,600.00



**WEWS**

Print Date: 10/10/12

Page 2 of 4

Contract / Revision     **304822**     Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision   07/16/12/   10/10/12

Order Sep   00:20:00

Advertiser   **Crossroads GPS**

Product **Crossroads GPS 10.09-10.1** Estimate #   **1006**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$600.00	P-2	0.00	NM	10	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	8		\$600.00		0.00						
Week:		10/15/12	10/21/12	M-----	2		\$900.00		0.00						
N 3	WEWS	10/09/12	10/15/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,300.00	P-2	0.00	NM	7	\$8,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	4		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/08/12-10/14/12		M-F 11-12p		11a-12p	- TWThF----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 3.5,3.6,3.7,3.8 [hra/pol/p1]															
5	WEWS	10/10/12-10/12/12		M-F 11-12p		11a-12p	--WThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 15.2,3.2,11.3,6.5															
6	WEWS	10/08/12-10/14/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$750.00		0.00	NM		
Ⓜ MG for 15.2,3.2,11.3,6.5															
7	WEWS	10/10/12-10/12/12		M-F 5-6p News		5-6p	--WThF----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 15.2,3.2,11.3,6.5															
8	WEWS	10/10/12-10/12/12		M-F 3-4P Katie		3-4p	--WThF----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 15.2,3.2,11.3,6.5															
Week:		10/15/12	10/21/12	-----	0		\$0.00		0.00						
N 4	WEWS	10/15/12	10/15/12	M-F 11-12p M-F 11-12p	CM	11a-12p	M-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,600.00		0.00						
N 5	WEWS	10/09/12	10/15/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$1,000.00	P-1	0.00	NM	5	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	4		\$1,000.00		0.00						
Week:		10/15/12	10/21/12	M-----	1		\$1,200.00		0.00						
N 6	WEWS	10/09/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	8	\$550.00	P-2	0.00	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	8		\$550.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WEWS	10/08/12-10/14/12		M-F 1-2p		1-2p	- TWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
See MG 3.5,3.6,3.7,3.8 [na]															
Week:		10/15/12	10/21/12	-----	0		\$0.00		0.00						
N 7	WEWS	10/15/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$850.00		0.00						
N 8	WEWS	10/09/12	10/15/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF--	4		\$900.00		0.00						
Week:		10/15/12	10/21/12	M-----	1		\$1,000.00		0.00						
N 9	WEWS	10/09/12	10/15/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$1,600.00	P-1	0.00	NM	10	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WEWS

Print Date: 10/10/12

Page 3 of 4

Contract / Revision **304822** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/16/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Crossroads GPS 10.09-10.1** Estimate # **1006**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 9	WEWS	10/09/12	10/15/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$1,600.00	P-1	0.00 NM	10	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		8			\$1,600.00		0.00			
	Week:	10/15/12	10/21/12	M-----		2			\$2,000.00		0.00			
N 10	WEWS	10/09/12	10/15/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,000.00	P-1	0.00 NM	5	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$2,000.00		0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$2,500.00		0.00			
N 11	WEWS	10/09/12	10/15/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	4	\$2,000.00	P-2	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p	- TWThF----	:30		<del>(\$2,000.00)</del>		0.00 NM		
	See MG 11.5													
	[N/A]													
3	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p	- TWThF----	:30		<del>(\$2,000.00)</del>		0.00 NM		
	See MG 3.5,3.6,3.7,3.8													
	[pol/p1]													
4	WEWS	10/08/12-10/14/12		M-Su 630-7p WNT		630-7p	- TWThF----	:30		<del>(\$2,000.00)</del>		0.00 NM		
	See MG 11.7													
	[hra/pol/p1]													
5	WEWS	10/10/12-10/10/12		M-Su 630-7p WNT		630-7p	--W-----	:30		<del>(\$2,000.00)</del>		0.00 NM		
	Ⓜ See MG 11.6													
	[N/A]													
6	WEWS	10/09/12-10/12/12		M-F 5-6p News		5-6p	- TWThF----	:30		\$2,000.00		0.00 NM		
	Ⓜ MG for 11.5 10/10													
7	WEWS	10/14/12-10/14/12		M-Su 630-7p WNT		630-7p	-----Su	:30		\$2,000.00		0.00 NM		
	Ⓜ MG for 11.4 10/12													
	Week:	10/15/12	10/21/12	-----		0			\$0.00		0.00			
N 12	WEWS	10/15/12	10/15/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M-----	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1			\$2,500.00		0.00			
N 13	WEWS	10/09/12	10/15/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$1,000.00		0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$1,200.00		0.00			
N 14	WEWS	10/09/12	10/15/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$1,000.00		0.00			
	Week:	10/15/12	10/21/12	M-----		1			\$1,200.00		0.00			
N 15	WEWS	10/09/12	10/15/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	4	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		4			\$900.00		0.00			



**WEWS**

Print Date: 10/10/12

Page 4 of 4

Contract / Revision      **304822**      Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision    07/16/12/    10/10/12

Order Sep    00:20:00

Advertiser    **Crossroads GPS**

Product **Crossroads GPS 10.09-10.1** Estimate #    **1006**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	WEWS	10/09/12	10/15/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	4	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--	4		\$900.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WEWS	10/08/12-10/14/12		M-F 1135p-1202a Nightline		1135p-1207x	-TWThF----	:30		<del>(\$900.00)</del>		0.00 NM		
See MG 3.5,3.6,3.7,3.8														
[na]														
Week:		10/15/12	10/21/12	M-----	1		\$1,000.00		0.00					
N16	WEWS	10/09/12	10/15/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	5	\$2,400.00	P-2	0.00 NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--	5		\$2,400.00		0.00					
Week:		10/15/12	10/21/12	-----	0		\$0.00		0.00					
N17	WEWS	10/15/12	10/15/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	M-----	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$3,000.00		0.00					
N18	WEWS	10/14/12	10/14/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S	2		\$600.00		0.00					
N19	WEWS	10/14/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,300.00	P-2	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S	2		\$1,300.00		0.00					
N20	WEWS	10/14/12	10/14/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S	1		\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/08/12-10/14/12		Criminal Minds		1135p-105x	-----Su	:30		<del>(\$400.00)</del>		0.00 NM		
See MG 20.2														
[ N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]														
2	WEWS	10/08/12-10/14/12		SU 12a-1a CSI Miami		12a-1a	-----Su	:30		\$400.00		0.00 NM		
Ⓜ MG for 20.1 10/14														
<b>Totals</b>													<b>89</b>	<b>\$105,700.00</b>